

**Summary of Improvements of Reference Services to the Underserved - FY 1999/2000**  
**(California Administrative Code Section 20156)**  
**CLSA System Program Annual Reports**

System	Performance Objectives	Achievement of Performance Objectives
<b>BALIS</b>	<ul style="list-style-type: none"> <li>a. A new edition of the bibliography, "Gifts to Treasure," including 100 annotated titles of books &amp; other materials recommended for gift-giving to children will be produced for mass distribution by the member libraries.</li> <li>b. The Public Information Committee will maintain its Bay Area media list to include media outlets that will reach a multi-cultural audience.</li> <li>c. The BALIS Teen Services Forum will continue to provide awareness of teen information resources and needs to Bay Area teens and to library staff in public library systems. This will be accomplished in their workshop on one element of information and referral specific to teen needs and through the production of a resources list for library staff.</li> <li>d. The Reference Committee will continue their work in defining electronic resources that will help meet the needs of the information poor. Discussion of relevant resources takes place at the meetings of the committee.</li> </ul>	<ul style="list-style-type: none"> <li>a. Objective met.</li> <li>b. Objective met.</li> <li>c. Objective met. The Teen Services Forum held a successful workshop which addressed the issue of how to get teens to read. Resources were distributed to staff.</li> <li>d. Objective met. Planning work continues.</li> </ul>
<b>BLACK GOLD</b>	<ul style="list-style-type: none"> <li>a. Print and distribute a book cover for young adults through the member libraries in conjunction with the Black Gold SAB.</li> <li>b. Conduct a workshop designated to improve staff ability to serve minority family groups effectively in the library setting.</li> </ul>	<ul style="list-style-type: none"> <li>a. Objective met. The book cover developed last year by the SAB in consultation with appropriate library staff was printed and distributed to member libraries. The libraries distributed the book covers to middle school students. Forty-three thousand copies were printed.</li> <li>b. Objective met. The Children's Committee presented a workshop called "Improving Service to Spanish-Speaking Families through Increased Sensitivity and Understanding." The workshop featured a presentation by Leo Cortez of the Pacific Conservatory for the Performing Arts Theaterfest. He discussed how he adapted the book, "The Circuit", by Francisco Jimenez, for performance. Valentin Porras, Manager of the Marina Branch of the San Francisco Public Library, spoke about materials needed by Spanish-speaking Americans in libraries. Sixteen people attended the program. The evaluations rated the program as excellent.</li> </ul>

49/99	<ul style="list-style-type: none"> <li>a. Answer 90% of questions referred on behalf of geographically isolated patrons.</li> <li>b. Respond to 100% of requests for non-English language materials using resources available at the host library or by referring member libraries to the State Library and other collections.</li> </ul>	<ul style="list-style-type: none"> <li>a. Objective met. 99% of the reference questions referred were answered by the Reference Center.</li> <li>b. Objective met. The System's host library has discarded most of its popular materials in European languages other than Spanish, but the collection of Asian language materials has expanded. The System responds to requests for materials in Spanish and Asian languages using the host library collection. The System continued to inform member libraries of these changes and to refer them to collections at the State Library and other locations.</li> </ul>
INLAND	<ul style="list-style-type: none"> <li>a. At least 25% of our reference questions will be received from the members of the targeted underserved groups (i.e. geographically isolated, institutionalized, handicapped, and children).</li> <li>a. Printed material will be provided in a timely manner.</li> </ul>	<ul style="list-style-type: none"> <li>a. Objective met.</li> <li>b. Objective met.</li> </ul>
MCLS	<p><u>SERVICE TO THE LIMITED &amp; NON-ENGLISH SPEAKING</u></p> <ul style="list-style-type: none"> <li>a. System-specific resources are intended to assist local reference staff in providing more effective service to the limited and non-English populations in their service area.</li> <li>b. Use and promotion of the MCLS Multilingual Resource Center has been adopted to provide System members access to the resources of the International Languages Department collection of LAPL, as well as any relevant multilingual library finding tools, bibliographies, flyers, etc. that are produced by the International Languages staff at LAPL.</li> </ul> <p><u>SERVICE TO CHILDREN</u></p> <ul style="list-style-type: none"> <li>a. The Reading Program is an annual program designed to encourage reading in children of all ages. At least 29 member libraries will participate. The purpose of the Kickoff program is to showcase model programs and performers, as well as offer a networking forum for the exchange of ideas.</li> </ul>	<p><u>SERVICE TO THE LIMITED &amp; NON-ENGLISH SPEAKING</u></p> <ul style="list-style-type: none"> <li>a. Objective met. MCLS published <i>MCLS Survey of Special Collections and Staff Expertise</i>, in 1997. This System-specific resource is intended to assist local reference staff in providing more effective service to the limited and non-English speaking population in the service area.</li> <li>b. Objective met. The Multilingual Resource sharing program by the International Languages Department of LAPL in conjunction with MCLS is continuing.</li> </ul> <p>The MCLS Multilingual Resource Center was adopted to provide System members access to the resources of the International Languages Department collection at LAPL, as well as any relevant multilingual library finding tools, bibliographies, flyers, etc. that are produced by the International Languages staff at LAPL.</p> <p><u>SERVICE TO CHILDREN</u></p> <ul style="list-style-type: none"> <li>a. Objective partially met. The System sponsored the Reading Program, and is underwriting the cost of the Kickoff Program. 28 libraries participated.</li> </ul>

<p>b. The <u>Southern California Program Resource List</u> will be updated by the Children's Services Committee members.</p> <p>c. At least one workshop on a topic relevant to the needs of Children's librarians/staff will be coordinated by MCLS staff working with the Children's Services Committee.</p> <p>d. The Reference Center will continue to promote use by Children's Service staff via articles in the <i>Reference Hotline</i> and meetings with the MCLS Children's Services Committee.</p> <p><u>SERVICE TO YOUNG ADULTS</u></p> <p>a. The MCLS Young Adult Services Committee will meet at least 3 times in the coming year for the purpose of planning and coordinating systemwide programs for young adult librarians.</p> <p>b. In conjunction with the MCLS Young Adult Services Committee, at least one workshop/information exchange will be conducted to further the professional skills of staff involved in service to young adults, focusing on developing community partnerships. The young adult component of the Reading Program will be discussed in at least one Children's Services Committee meeting.</p>	<p>b. Objective met. <u>The Southern California Program Resource List</u> continues to be updated as new performers are identified.</p> <p>c. Objective met. The Children's Services Committee co-sponsored a workshop titled "Let's Talk About Books" which dealt with book discussion groups.</p> <p>d. Objective met. Promotion of the use of the MCLS Reference Center by Children's Service staff continues via articles in the <u>Reference Hotline</u>, and meetings with the MCLS Children's Services Committee. The MCLS liaison provides an update on Reference Center activities at each Children's Services Committee meeting.</p> <p><u>SERVICE TO YOUNG ADULTS</u></p> <p>a. Objective met. The MCLS Young Adult Services Committee met three times in the past fiscal year.</p> <p>b. Objective met. The committee presented one workshop, "The Truth About Teens: Shattering the Myths," which was followed by a tour of LAPL's new YA section called "Teen Scape." The committee also had two structured exchanges: booktalking techniques and teen volunteers.</p>
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<b>MOBAC</b>	<p>a. Materials presented at the annual Hands-On Reference Workshop will include resources that address the needs of those seeking to re-enter the workforce, especially resources in Spanish for the Spanish speaker.</p> <p>b. At least 25 websites of particular significance to the spanish speaker will be selected to be part of the MOBAC Web page as a “one stop” library resources site for those seeking economic self-sufficiency and whose first or only language is spanish.</p> <p>c. The MOBAC Reference staff and the Reference Committee will develop a promotional brochure to advertise the website product. At least 1,500 copies will be printed and distributed to all MOBAC libraries for local distribution.</p>	<p>a. Objective met.</p> <p>b. Objective partially met. A committee working on the identification of Web sites located those which would have value to local residents of the counties. Fewer than 25 local Spanish sites were identified.</p> <p>c. Objective met.</p>
<b>MVLS</b>	<p>a. Answer reference questions from geographically isolated patrons.</p> <p>b. Create a web page linking to Spanish language resources, with input from the local Spanish-speaking communities.</p>	<p>a. Objective met. Answers to reference questions were sent by e-mail, FAX, and UPS. Database accounts to provide immediate full-text articles have been distributed through the Sierra Valley Library Network program of shared database subscriptions.</p> <p>b. Objective partially met. Staff attended the InFoPeople workshop on service to the Spanish-speaking and received permission to post the set of links on the MVLS web site.</p> <p>Local funds were added to meet the level of service provided.</p>
<b>NORTH BAY</b>	<p><u>ETHNIC MINORITIES</u></p> <p>a. Workshops will be presented as needed on topics identified by the Multi-cultural Services Committee.</p> <p>b. The NBCLS Multi-cultural Services Committee will continue to meet annually to discuss collection development and share information on serving the North Bay area’s ethnic minorities.</p> <p>c. The NBCLS NORTH BAY CONNECTIONS newsletter published monthly, will include articles of interest to Multi-cultural Services staff.</p> <p><u>CHILDREN</u></p> <p>a. NBCLS will continue to support the children’s book selection pack so</p>	<p><u>ETHNIC MINORITIES</u></p> <p>a. Objective met. Collection development in Spanish language materials continued as the major focus of the Ethnic Services Committee this fiscal year. NBCLS sent a representative to the Guadalajara Book Fair in Mexico to purchase materials in Spanish for participating libraries. Discussions were held before and after the fair about the process and success of the purchases.</p> <p>b. Objective met.</p> <p>c. Objective met.</p> <p><u>CHILDREN</u></p> <p>a. Objective met.</p>

	<p>that children's librarians will have better access for selecting literature in their special areas of interest.</p> <p>b. NBCLS children's librarians will continue to develop shared program ideas for summer reading programs.</p> <p>c. NBCLS children's staff will meet two to three times per year to share ideas on programming, collection development and children's and youth services management.</p> <p>d. The NBCLS CONNECTION newsletter will be used to direct children's services' staff to resources.</p> <p>e. The NBCLS will photo copy and distribute the "South State Express" newsletter to children's services staff.</p> <p>f. One or two workshops of interest to NBCLS children's services staff will be presented.</p> <p>g. NBCLS Children's librarians will develop bibliographies of appropriate children's books selected by the NBCLS Children's Committee.</p> <p><u>DISABLED</u></p> <p>a. North Bay libraries will continue to develop their collections to aid the disabled and their care givers.</p> <p><u>GEOGRAPHICALLY ISOLATED</u></p> <p>a. All questions received from geographically isolated areas of the North Bay service area will be answered at the NBCLS Reference Center and other outside sources such as Virtual Reference Centers, First Source at LAPL, or contracted sources such as Pat Guy in Washington.</p>	<p>b. Objective met. Two committee meetings were held on this topic.</p> <p>c. Objective met.</p> <p>d. Objective met.</p> <p>e. Objective met.</p> <p>f. Objective met. Three workshops were held on summer programs, collection promotion, and collection development.</p> <p>g. Objective met. It was done in committee and distributed by NBCLS.</p> <p><u>DISABLED</u></p> <p>a. Objective met.</p> <p><u>GEOGRAPHICALLY ISOLATED</u></p> <p>a. Objective met using fax, e-mail, and phone and keeping track of infrequent delivery schedules between these libraries to speed response and delivery time.</p>
<b>NORTH STATE</b>	<p>a. Provide member libraries with a list of resources and tips for serving Senior Citizens and the Visually Impaired.</p> <p>b. Sponsor a Services to Senior Citizens and Visually Impaired training workshop by May 2000.</p> <p>c. Publicize and promote materials for training member libraries staff in service to Senior Citizens and the Visually Impaired continuously during FY 1999/2000.</p> <p>d. Distribute 500 "Servicios Gratis" brochures to Spanish speaking</p>	<p>a. Objective met.</p> <p>b. Objective not met.</p> <p>c. Objective met.</p> <p>d. Objective partially met. 270 Spanish speaking clientele received</p>

	<p>clientele.</p> <p>e. Distribute 500 “Share a Book at Home” brochures to “Limited English Speaking” and “English as a Second Language” and other families.</p> <p>f. Distribute “Welcome to Your Library” pamphlet to 50 “Limited English Speaking” and “English as a Second Language” and other families.</p> <p>g. Enhance understanding of at least 30 library staff members of special needs of Senior Citizens and the Visually Impaired through articles in the NSCLS “UPDATE” newsletter. The system would continue to monitor use of training videos on various aspects of library service.</p>	<p>brochures.</p> <p>e. Objective partially met. 325 brochures were distributed.</p> <p>f. Objective not met.</p> <p>g. Objective not met.</p>
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<b>PENINSULA</b>	<ul style="list-style-type: none"> <li>a. The Multicultural Committee and Reference Committee will continue to review the use of the Spanish language periodical database, ¡Informe!, to determine patron patterns of usage. The new PLS Homepage points out, in Spanish, that ¡Informe! is available and what types of information can be found in the database. There has been increased usage of this database in the past year as a result of the staff effort to bring it to the attention of Spanish-speaking patrons.</li> <li>b. "How To Reach The Lawmakers," our locally produced list of key government officials, will be updated to reflect current appointments and a translation into Spanish will be updated. 1000 copies of the brochure will be made available through local library reference desks.</li> <li>c. PLS Multicultural Committee will offer advice on the most appropriate non-English language videos to be added to the PLS Video Center.</li> <li>d. PLS Multicultural Committee, in cooperation with the Reference Committee, will choose non-English language materials for selected system libraries. PLS sponsors the travel expenses of one committee member to attend the International Book Fair in Guadalajara.</li> </ul>	<ul style="list-style-type: none"> <li>a. Objective met. The Multicultural Committee and Reference Committee determined that by placing ¡Informe! higher on the PLS web page that its visibility would be increased. A new Spanish language introduction to the database also appears now. Usage of the database has increased by at least 50% over the previous year.</li> <li>b. Objective met. "Como Comunicarse Con Los Legisladores" was updated and reprinted as elected officials changed.</li> <li>c. Objective met.</li> <li>d. Objective met. The Multicultural committee chose materials in languages other than English to build special collections in several of the PLS libraries. Two librarians made Spanish-language purchases at the International Book Fair in Guadalajara.</li> </ul>
<b>SJVL</b>	<ul style="list-style-type: none"> <li>a. Geographically isolated patrons will receive the same level of service as those in urban areas.</li> <li>b. Non-English speaking and handicapped patrons will be able to obtain information they need in the language and format they are best able to use.</li> <li>c. The disadvantaged population will be able to receive referrals at their local libraries to community services they need.</li> <li>d. Non-English speaking will be made aware of the services they can obtain through their libraries.</li> <li>e. Staff of member libraries will be able to communicate well with patrons with special needs -- specifically the Spanish speaking, the Asian population and physically disadvantaged.</li> </ul>	a - e. All objectives met.
<b>SANTIAGO</b>	<ul style="list-style-type: none"> <li>a. The vendor for SLS reference services, MCLS, will provide materials in appropriate languages and reading levels as requested by SLS reference librarians.</li> </ul>	<ul style="list-style-type: none"> <li>a. Objective met. MCLS provided materials in Spanish, Korean and Chinese.</li> </ul>

	<p>b. SLS Children's Services Committee will conduct one staff training workshop focusing on some aspect of services to children; a minimum of 20 staff will attend.</p> <p>c. The SLS Children's Services Committee will meet at least 6 times during 1999/2000 to discuss services to children and share ideas.</p> <p>d. SLS will hold a half-day "Performers' Showcase" for children's librarians to review possible talent/programs for individual libraries' use.</p> <p>e. SLS Children's Services Committee, working with the other Systems in Southern California, will develop a theme and slogan for the 2000 Children's Reading Program to provide consistent, systemwide encouragement of reading-related activities. The Children's Services Committee will utilize, wherever possible, the support of local vendors or other public/private partnerships in developing the program.</p>	<p>b. Objective met. SLS sponsored a workshop entitled "How Many Copies of Harry Potter Do You Really Need – A workshop on Collection Development." 92 staff attended.</p> <p>c. Objective met. The Committee met 6 times.</p> <p>d. Objective met. 88 staff attended.</p> <p>e. Objective met. SLS worked with 3 other CLSA Systems to sponsor "Library Kids Lead the Way," and a YA program, "Bookscape 2000." The Los Angeles Times provided funding for the children's program materials. Cal Fed Bank provided funding for "Bookscape 2000" graphics and the Press-Enterprise provided printed material.</p>
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<b>SERRA</b>	<p>a. One session each of the three-day CORE Effective Reference Performance Workshop, the one-half day Refresher Workshop, and the Basic Tools Workshop will be taught at an Imperial Valley location. A series of three customer service workshops will also be offered in the Imperial Valley.</p>	<p>a. Objective met. The System's CORE teaching team determined that a new series of the Effective Reference Performance workshops were better scheduled in fall, 2000 when new staff members will be hired and available for training. The customer service workshops were presented in two full-day sessions at the Brawley Public Library. Twenty staff members attended each session. All the Imperial Valley public libraries participated in the Summer Reading Program.</p>
<b>SILICON VALLEY</b>	<p>a. The Multicultural Services Manual will be updated and expanded. This year a new section containing information on multicultural web pages will be added. Other sections of the manual may be updated during the year if needed.</p> <p>b. The Non-English System brochures will be printed as needed and distributed to all System libraries.</p> <p>c. The Language Resource List is part of the Staff Directory which is updated every year and which includes staff in all of the SVLS libraries. It is a valuable addition to our local multi-language resources.</p> <p>d. The System will allocate at least \$1500 to print and distribute the non-English System brochures which will be in local libraries for use with underserved client groups. Funds will also be allocated for the materials distributed at the ethnic festival in which the libraries will participate this year.</p> <p>e. A Spanish-language version of the brochure listing lawmakers, federal, state and county, who represent Santa Clara County will be updated following each election. The Spanish language version complements the English language version, which is widely distributed throughout the county.</p> <p>f. Multicultural Committee members plan to participate in one ethnic festival in the coming year. Each year they try to find an event celebrated by a different cultural group.</p>	<p>a. Objective not met.</p> <p>b. Objective partially met. Non-English language brochures were reprinted as necessary.</p> <p>c. Objective met.</p> <p>d. Objective met. The Multicultural Committee participated in the Multicultural Festival in conjunction with the San Jose Public Library. System funds were used to reproduce brochures and for other materials distributed at the festival.</p> <p>e. Objective met.</p> <p>f. Objective met. The San Jose Multicultural Festival was the focus this year.</p>
<b>SOUTH STATE</b>	<p>a. One or more workshops or training sessions, with appropriate accompanying materials (e.g. guides, articles, bookmarks, etc.) will be held on the following topics and will be valuable for multicultural services:</p> <p>Serving our multicultural communities Understanding diverse cultural behavior</p>	<p>a. Objective met. Two workshops, "Census 2000 Update" and "Super Senior Service," were held during the year that specifically dealt with underserved issues. Handouts included Internet resources. Non-library members of the community were speakers at both workshops.</p>

	<p>Resources for Active Seniors – print and Internet  Helping people find careers/jobs  Internet and WWW use and issues  Information literacy for youth and families</p> <p>b. SSCLS will have at least one workshop where potential community partners participate.</p>	<p>b. Objective met. Community partner participation was achieved by selection of speakers for particular workshops and by attendance of non-library members of the community at some of the other workshops.</p>
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